



# Data and Privacy File Guides

**Apple.com and Apple Store:  
iPhone Upgrade Program**

May 2019

**File name** iPhone Upgrade Program.csv

**File description** The file provides information relevant to customers of the iPhone Upgrade Program for contact purposes and agreement identifiers.

**Why Apple keeps this information** This information is used to contact the customer and to maintain the agreement.

| Field Name                   | Details                                                                    |
|------------------------------|----------------------------------------------------------------------------|
| Prefix                       | Customer's name prefix linked to the program                               |
| First Name                   | Customer's first name linked to the program                                |
| Last Name                    | Customer's last name linked to the program                                 |
| Middle Name                  | Customer's middle name linked to the program                               |
| Address                      | Customer's address linked to the program                                   |
| City                         | Customer's city linked to the program                                      |
| Country                      | Customer's country linked to the program                                   |
| State                        | Customer's state linked to the program                                     |
| Zip Code                     | Customer's zip code linked to the program                                  |
| District                     | Customer's district linked to the program                                  |
| Phone Number (Home)          | Customer's home phone number linked to the program                         |
| Phone Number (Cell)          | Customer's cell phone number linked to the program                         |
| Email                        | Customer's email linked to the program                                     |
| Opted In For Notifications?  | If the customer has consented to receive notifications                     |
| Apple ID Number              | Customer's Apple account identifying number                                |
| Opt-In Email                 | Email address for customers that have opted-in to receive emails           |
| Opt-In SMS Phone Number      | Phone number for customers that have opted-in to receive SMS text messages |
| Opt-In For ASA Notifications | Whether the customer has opted in to receive Apple Store App notifications |
| Order Creation Date          | Date when the product was purchased                                        |

| Field Name                  | Details                                                                                 |
|-----------------------------|-----------------------------------------------------------------------------------------|
| Order Number                | Unique order identifier associated with the purchase                                    |
| Transaction Type            | Type of transaction (e.g., initial sale or upgrade)                                     |
| Loan Number                 | Unique identifier related to banking partner's loan information number for the customer |
| Loan Status                 | Status of the loan application                                                          |
| Serial Number At Purchase   | Serial number of purchased product                                                      |
| Product Name                | Name of the product purchased                                                           |
| Apple Care Agreement Number | Unique identifier for AppleCare agreement                                               |